



Crow Canyon Archaeological Center Job Description

Position Title: Marketing Specialist
Status: Non-Exempt
Employment Status: Full-Time
Reports to: Director of Marketing and Sales
Revised / Approved dlf 4/2017

Position Summary:

The Marketing Specialist works collaboratively with sales team staff, a graphic artist, program developers, and content providers in other departments to develop and implement marketing and sales strategies and create and disseminate high-quality communications that engage new audiences, increase participation in Crow Canyon's archaeology, educational, and travel programs, and meet program-revenue goals. This person is the project manager, writer, and editor for print and electronic materials that target a variety of audiences and are disseminated in a number of electronic and print venues.

Education and/or Experience:

B.S. or B.A. degree in marketing, communications, English, or related field of study and a minimum of two years' experience in market research/strategy and five years' experience managing projects and producing a wide range of marketing and sales communications, or an equivalent combination of education and experience. Must have professional writing experience or experience in a marketing function with writing as a primary responsibility.

Essential Duties and Responsibilities:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Works collaboratively with staff across departments to develop marketing and sales strategies, plans, and creative communications that reach target audiences, increase participation in Crow Canyon's archaeology, education and travel programs, and meet program-revenue goals
- Provides strategic consultation and recommendations related to marketing, and works continually to improve marketing and sales initiatives, communications, and results; provides status reports on the effectiveness of marketing and sales strategies and channels
- Monitors current market and marketing trends and competitive environment; researches and analyzes the viability of new markets
- Documents and analyzes marketing and sales strategies and current tactics for all revenue-generating programs
- Collaborates with marketing team to create print/digital advertising strategy and implementation plan
- Creates compelling marketing and sales communications by writing original text and providing a thorough review and edit of contributed text from numerous content providers; marketing and sales communications include tour and other program brochures, content for the Crow Canyon website and other websites, and other materials such as ads, articles, sales material, displays, letters, e-mails, flyers, postcards, and videos

- Performs project-management duties, taking projects from conception to completion: creates work plans, timelines, and product budgets; coordinates the efforts of multiple content providers in multiple departments; prioritizes activities; obtains resources; engages contractors as needed; manages editorial and review processes; maintains, and works with design specialist to produce final products
- Regularly reviews print and digital marketing materials to ensure details are correct from season to season (contact info, pricing, calendars, schedules, etc.)
- Creates high-quality marketing and sales communications that are consistent with the organization's brand, key messages, and visual identity; observes copyright and permission requirements for use of photographs, quotes, and other materials
- Disseminates marketing and sales communications through a variety of channels: the organization's website and other websites, and print and electronic media, including social media; implements new communication tools such as mobile platforms
- Updates and maintains the program-promotion areas of the Crow Canyon website by regularly providing new content and works with assistant director to add new content and refresh existing pages; assists with the development and implementation of website redesigns
- Oversees the updating and implementation of a social media strategy designed to build a Crow Canyon community and drive traffic to the Crow Canyon website; includes monitoring social media sites, writing and distributing content, and executing campaigns
- Supervises traditional and digital marketing materials; works collaboratively with staff across the organization to obtain draft content for marketing communications
- Takes photographs of Crow Canyon programs and events, as needed

Knowledge, Skills, and Abilities:

- Excellent knowledge of marketing and sales communications, strategies, and techniques; prior experience in a not-for-profit environment is a plus
- Excellent project management skills
- Ability to effectively use technology to meet marketing and sales needs and goals
- Excellent writing, editing, and proofreading skills
- Versatility as a writer; able to write in different styles for a variety of audiences and dissemination vehicles, including social media
- Fluency with *Associated Press Stylebook*, *Chicago Manual of Style*, and/or other style guides
- Experience with website design and maintenance
- Familiarity with basic HTML and web content management systems
- Excellent project-management and time-management skills
- Proficient in MS Office products
- Intermediate to advanced Adobe product skills
- Intermediate to advanced Internet skills
- Familiarity with basic design principles related to layout and production of print materials
- Excellent verbal and interpersonal skills
- Adaptable and flexible person who enjoys working with people and is a good collaborator and team member
- Capable of building and nurturing relationships with content providers in different areas of the organization

- Strong sense of initiative (self-starter)
- Works well independently, uses sound judgment, can manage several projects at a time, and produces work within an established time frame
- Critical eye for detail and ability to produce accurate, high-quality work
- Knowledge of anthropology, archaeology, or education fields is helpful

Physical Demands:

The employee must be able to:

- Occasionally lift and/or move up to 35 pounds
- Sit for a prolonged period of time
- Work at a computer for extended periods of time
- Hear and have visual acuity
- Work weekends and irregular or extended work hours during the week as needed
- Be physically fit to complete the essential duties of the job

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

Certificates, Licenses, and/or Registrations:

- Valid driver's license if required to drive
- Background check upon hire
- Must be insurable by Crow Canyon's automobile liability carrier upon hire and while employed in this position if required to drive Crow Canyon vehicles
- Complete transportation-related training if required to drive Crow Canyon vehicles
- Current physical exam and health history completed by a licensed medical health care professional

Note: This is a general description of the kinds of duties and responsibilities that are performed by employees who have this title. It shall in no way be construed as an all-inclusive determination of the specific duties and responsibilities of any particular position. It is not intended in any way to limit the right of any supervisor to assign, direct, and control the work of employees under his or her supervision.